

Whatever You Want--You'll Find It on This Page

Here is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. You can find at a glance the names of the concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The Evening Herald as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. If you are interested in any article not listed on this page, write the Evening Herald, Directory Editor, and full information will be given you free of charge.

REMEMBER

The conditions of this Contest stipulate the "NEATEST CORRECT ANSWER."

Neatness is an essential in determining each week's prize awards.

WATCH THIS PAGE EVERY SATURDAY.

\$520 Cash for Herald Readers

\$10 in Prizes Given Away Each Week. First Prize, \$5 Cash. Second Prize, \$2 Cash. Three Prizes of \$1 Each.

READ WITH CARE RULES OF CONTEST BE SURE TO READ

In the 50 Ads. published below are certain misspelled words, find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertisement in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in The Herald office by 6 p. m. next Wednesday. Winners will be decided by the nearest correct answer. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

MIS-SPELLED WORDS FOR NOVEMBER 16.

- | | | |
|--|--|--|
| 1. Albuquerque Lumber Co.—ap-
pearance. | 8. Maissen & Co.—billiard. | 15. Rightway Shoe Shop—leath-
er. |
| 2. American Garage—accom-
modate. | 9. Maissen & Co.—billiard. | 16. National Investment Co.—in-
terested. |
| 3. Barnum Studio—desirable. | 10. Western Mortgage Co.—ex-
tinct. | 17. Pastime Theater—epidemic. |
| 4. Mills Furniture Co.—credit. | 11. Dodrill Tire Co.—someone. | 18. Strumquist—contractor. |
| 5. Beeman-Ayer Supply Co.—as-
bestos. | 12. Health Grocery—vegetables. | 19. Whitney Hardware Co.—hard-
ware. |
| 6. Beeman-Ayer Supply Co.—es-
timate. | 13. Health Grocery—appreciated. | 20. Art-Aseptic Parlor—acceptic. |
| 7. Baldwin Piano Co.—manufac-
ture. | 14. Hawkins—sorghum. | 21. Whitfield Racine Rubber Co.—
fourth. |

FIRST PRIZE, \$5.00—C. S. Wharton, Tucuman, N. M.

SECOND PRIZE, \$2.00—Mrs. J. P. Oley, 405 1/2 S. High St., City.

THIRD PRIZE, \$1.00 Each—Ted Gallier, 609 N. Twelfth St.; Frederic Steele, 409 N. Edith St.; Henry Meyer, 815 S. Walter St.

ADVERTISERS

Change of Copy for this page must be in the Herald Business Office not later than noon Wednesday, of each week.

SEND IN YOUR ANSWERS EARLY!

Lots of people are losing out in the Directory Contest by delay in sending in replies. Those received after 6 p. m. Wednesday positively cannot be consid-
ered. A Word to the Wise.



LET UNCLE SAM BRING IT TO YOU

ALBUQUERQUE LUMBER CO.

PRESTO!

It's wonderful what a change you can make in the appearance of your home by the use of McMurtry Varnish Stain. With these stains you can easily change the finish of your floors, furniture or wood work, so that they will look entirely new. They stain and varnish at a single application. Made by THE MCMURTRY MFG. CO., Paint and Varnish Makers, Denver, Colorado

AUTO STORAGE

We can now accommodate a few more cars. Our rates are reasonable. We have a special department for automobile top work, and painting.

AMERICAN GARAGE

317 N. Fourth St. Phone 307.

A NICE LITTLE HOME

4-room modern brick with sleeping porch, large front porch, built-in features, close in, lowlands, for only \$2999. Small payment down, balance like rent.

A. L. MARTIN CO.

Real Estate, Fire Insurance, Loans
216 W. Gold; Phone 154

A FINE SITE

FOR SALE

Six acres of land with choice front-
on on the Rio Grande boulevard,
about half a mile north of car line
in Old Albuquerque. No improve-
ments. Fine site for beautiful
home. \$1,100.

THAXTON & CO.

Third and Gold

BE ALERT

Your photos for your boy "over
there" must be mailed by Nov. 29.
We have some very desirable styles
in sizes to fit the Xmas box. Come
in today.

THE BARNUM STUDIO

219 1-2 West Central

BUY AS YOU Have Planned

Pay As You Can

Your Credit Is Good at Our Store.

T. S. MILLS FURNITURE CO.

223 South 2nd St. Phone 808.

BEEMAN-AYER SUPPLY CO.

If your heating plant is not cov-
ered with asbestos, you are not
getting the best results from
the coal used.
Call your heating man at once
for estimates.

207 E. Central Ave. Phone 511

BRUNSWICK PHONOGRAPH

The ONE Phonograph that plays
ALL records at their best. It is a
triumph in acoustics.

We invite you to call and let us
demonstrate the Brunswick to you.

ALBUQUERQUE MUSIC STORE

311 W. Central Ave. Phone 778.

The Baldwin Piano Company

Manufacturers of Pianos and the

Manualo

The player piano that is all but
human.

Columbia Gramophones and Records
Sheet Music and Supplies

221 W. Central. Phone 987.
Albuquerque, N. M.

BILLIARD AND Pocket Tables

We carry in stock both new and re-
furnished tables, also a complete line
of billiard merchandise. Prices for
tables quoted on application.

H. A. MAISEN & CO.

120 W. Silver. Phone 103
We Represent the Brunswick Balke
Collender Co.

CORRECT TIME

WHY CARRY an unreliable watch
and be incessantly annoyed by its
falsity when a good dependable one
can be bought here?

S. T. VANN, Jeweler

223 W. Central Ave. Phone 123.

CARRY YOUR OWN KEY

We Sell Modern Homes on
Easy Monthly Payments

Albuquerque Investment Co.

Phone 999 115 S. Second St.

WESTERN Mortgage Co.

Occidental Life Building

FIRE INSURANCE

WE BUY LIBERTY BONDS

MARKET PRICES

WESTERN MORTGAGE

COMPANY

Phone 308.

A. W. Goodrich, Special Agent.

DON'T PAY GOOD MONEY

In war time for poor coal. Suga-
rite is high in heat value, con-
tains few ashes and no clinkers.
If you want real fuel value buy
Hot Sugarite.

GIBSON-FAW LUMBER CO.

402 N. First St. Phone 333

DODRILL TIRE COMPANY

You don't throw away your
old shoes. Why throw away
your old tires? Someone always
to wait on you.

122 N. Fourth St. Phone 468.

EXPERT FORD REPAIRING

By man with eight years' fac-
tory experience. All work guar-
anteed.

FORD REPAIR SHOP

214 North Fourth Street.

FRST-CLASS CAR WASHING

Quickel Auto & Supply

Company

6th and Central Ave.

FAWK'S GROCERY AND MEAT MARKET

Telephone 28

Corner East Central and Broadway.
Always at your service with the
Best the Market Affords.

Phone 28

FURNITURE REPAIRING

Upholstering refinishing bags
trunks, and suit cases repaired,
china and cut glass packed.

W. F. WALKER

411 W. Central. Phone 803.

G AURANTEE CLOTHING CO.

AUTHENTIC STYLES in the
Nationally Advertised
SOCIETY BRAND CLOTHES
Are now on display. We invite
your inspection of fall wearing
apparel for men.

HAYDEN & KELEHER

GRIMSHAW'S

IN EVERYBODY'S MOUTH

California Chocolate Shop

Chocolates

GRIMSHAW'S

G RAHAM SHORTHAND

Is written by 84 per cent of Gov-
ernment employees—

BECAUSE
Easiest to write, Easiest to Read
and the speediest of all systems. We
teach it in

THREE MONTHS

Letter Dictation at end of second
week. Work of students open to
inspection.

Practical Shorthand School,
722 W. Tulara Ave., Phone 1321

HEATH GROCERY

Fancy and staple groceries at right
prices. Fresh fruits and vegetables.
We are doing our best, as the times
permit in the way of price and ser-
vice. A phone call or a call in person
will be appreciated.

C. C. HEATH.

508 W. Central Ave. Phone 238.

HENRY

Handle business and almost
everything else that needs to
be delivered promptly and ac-
curately. Our service will suit

Phone 939

HAWKINS' Store

W. L. HAWKINS

Is Headquarters for

De Luxe Fruit Cakes the finest

made.

Chase & Sanborn's Coffee, per

pound, 25c and 45c

Pure Maple Sap Syrup in bottles

and tins.

Country Sausage in No. 2 1/2, 5, and

10 tins.

Home Made Pure Pork Sausage.

United States Food Administration

Licenses No. G-42514.

Phones 393-394-395.

HIGHLAND PHARMACY

We're out of the high rent
district. That's why our prices
are lower.

222 East

Central Ave.

PHONE 30.

HARTFORD TIRES

We will close out our Ford
sizes at attractive prices. Come
in and look over our stock.
Spark plugs, gas and oil.

Albuquerque Novelty Works

321 So. 2nd. Phone 570

KWITCHER KIKIN

Send it to the Excelsior
House of Cleanliness

Excelsior Laundry Co.

PHONE 177.

KODAK FINISHING

We Are Doing More KODAK FINISHING

Than all others in Albuquerque
combined.

There Must Be a Reason

HANNA & HANNA

Master Photographers

LADIES' SUITS AND COATS

Save half the price.
Have better materials.
Choose your own design.
Have them cut in your own
measure.

Make them under our instruction.

QUEEN CITY COLLEGE OF

DRESSMAKING AND TAILORING

321 1/2 West Central.

MONUMENTS

The erection of a memorial is a
duty we owe to our beloved dead.
Care should be exercised in the se-
lection of material, design and
finish.

Bowers Monument Co.

215 East Central

Albuquerque. Phone 616.

Where Every Requirement Is Met

MECCA CAFE

THE BUSINESS MAN'S CAFE

We feature quick service and our
equipment is the most sanitary in
Albuquerque. Perfect ventilation.

814 W. Central Ave.

NAVAJO Blanket Headquarters

BENNETT INDIAN TRADING CO.

4th and Gold. Opposite P. O.

NEW MEXICO CIGAR CO.

Exclusive Agents for WHITMAN'S
FINE CANDLES

Enjoy that Sunday smoke. Buy your
smoker's supplies here. All kinds of
pipes, tobaccos, etc.

113 W. Central. Phone 788.

Dealers in Tobaccos, Wholesale and
Retail

NEOLIN SOLES

Guaranteed better than leather by
the Goodyear Rubber Co. Give sat-
isfaction and service when applied
the RIGHT WAY.

THE RIGHTWAY SHOE SHOP

Will Casey, Mgr.

Phone 160 213 S. Second St.

Free Call and Delivery

NATIONAL Investment Company

If Interested in a First

Class Roominghouse

Proposition Come

and See US.

Phone 635. 102 N. Third St.

Albuquerque, N. M.

NASH ELECTRIC COMPANY

"SAVE BY WIRE"

Increasing use of electrical ap-
pliances to promote household econ-
omy calls for more outlets for con-
veniently connecting them.

See

NASH ELECTRIC COMPANY

Phone 2 306 W. Central Ave.

PASTIME THEATER

House of High-class Pictures.
A pleasant place to plan to
spend the evening.

Now haven't you missed our
show during the epidemic of
Spanish Influenza.

P LUMBING And Heating Contractor

NOW IS THE TIME

To think about your heating plant.
Are you interested in burning less
coal and getting more heat?
If you are—call Strumquist to tell
you how it is done.

N. J. Strumquist, Jr.

Phone 122. 323 N. Sixth St.

PRUDENCE is practical wis- dom—wisdom that calls for caution and provision.

Prudence means right economy—
watchfulness of one's own interests
—frugality.

A checking account at this Bank
provides a way of controlling one's
expenditures, and making Prudence
the master of extravagance.

The Citizens Bank

"The Bank of Personal Service"

ROSENWALD'S

VICTROLAS AND COLUMBIA
Phonographs Sold on Easy Terms.
Come to our third floor and choose
any machine in any finish, with a
goodly choice of latest records, and
we will make terms to suit your
particular designs.

As Low as \$1.00 a Week.

SAFETY FIRST

Sold ware coming, better place
your order now for American
Block, Canon City, Dawson and
Swastika Cords, Mountain Wood
and Kindling and avoid the rush.

JOHN S. BEAVEN

312 South Second St.

Phones 4-5 and 6.

SIMPLEX STROPPERS FOR

Gillette Blades. 100 Shaves with
one Blade. Make us prove it.
Sold on 30 days trial. Price in
Nickel Case \$5.00.

Whitney Hardware Co.

Phone 76. 307 W. Central.

SINGER TAXI CO.

ANYWHERE—ANYTIME